



*Where ideas connect*

## Utah Smart Site Business Profile The Illusion Academy

### Contact:

Dean Kleven  
180 N. State Street  
Mt. Pleasant, UT 84647  
Phone: 435-462-4545  
[info@illusionacademy.com](mailto:info@illusionacademy.com)

### Website:

[www.illusionacademy.com](http://www.illusionacademy.com)

### NAICS Code(s):

541430 Graphic Design Services  
711510 Independent Artist, Writers and  
Performers  
541511 Website design

### Company Established:

April 2002

### Projected Revenues:

\$100,000- \$250,000

### Employees:

Less than 5

### Operating Systems:

Mac OS

### Other Software:

Photoshop, Illustrator, Painter,  
QuarkXPress, InDesign, GoLive!, Dream-  
weaver, Flash, FreeHand, Final Cut Pro

**Other Software:** The Illusion Academy is a Utah Smart Site Enterprise. The Utah Smart Site Program is an initiative of the Utah Division of Business and Economic Development to encourage the creation of technology-based employment in small communities. For information, contact Les Prall at (801) 538-8804 or [lprall@utah.gov](mailto:lprall@utah.gov).

### Primary Products

Art, Design & Illustration  
Brochures, stationery design & printing  
Corporate identity & branding  
Advertising, marketing & promotion  
Retouching & photo illustration  
Book design & illustration  
Cartooning & editorial illustration

### Business Relationships

SPS Team  
Information Labs, LLC  
Creative Partners

### Key Management and Technical Staff:

**Dean Kleven- CEO:** An industry innovator in computer illustration, Dean brings ten years of experience to the field of art - as an illustrator and as a set designer for film and video. He was among the first to utilize the power of the computer to generate his artwork and has illustrated over forty children's books, puzzles, games and toys. His vision to create and innovate is the driving force behind The Illusion Academy.

**Bryan Spencer- President:** Bryan began his career in California in visual merchandising and for 15 years has worked as a designer, illustrator and art director. At Gage Marketing, one of the nation's largest marketing agencies, he was a member of the team that won the World Pro Award for Best Beverage Promotion Worldwide. With his B.F.A. degree from Cal State Fullerton and his experience in marketing, advertising and design he has established his own business, working in collaboration with many talented people.

**Jason Quinn- Chief Creative Consultant:** An accomplished artist, Jason and his wife, Kay, have owned a successful art gallery and framing business in Heber, Utah. His paintings hang in various private collections throughout the United States. He now brings his skills as an artist and a business owner to shape and refine the vision of The Illusion Academy and its impact to the community.

## Package Design



## Licensed Art



## Fine Art



## Toys, Games and Puzzles



## Competencies and Experience:

### **PUBLISHING**

Disney  
Publications Int'l  
Golden Books  
Leap Frog Toys  
Landoll  
Ego Magazine  
Hunting Illustrated

### **ENTERTAINMENT**

Disney  
DreamWorks  
Warner Bros.  
CBS Television  
Scott Rea Music  
Cedar Mesa Music  
We Sign Video  
Production Associates, Inc.

### **HEALTH/BEAUTY**

Kaiser Permanente  
Vital Care  
Freeze It  
Oral B  
Gillette

### **COMMUNICATIONS**

AAC Electronics  
ESCI  
TAD Components  
Correa Claims Service

### **RETAIL**

HomeBase  
Vons Supermarkets  
Standard Brands  
The Home Depot  
Bianchi International  
Quartermaster  
Intermountain Mat & Frame

### **PACKAGE GOODS**

Lawry's  
Adolphs  
Realife  
Clorox  
Tropicana  
Mother's Cookies  
Farmer John Meats  
Tutti Gutti Foods

### **AUTOMOTIVE**

Nissan

### **INDUSTRIAL**

Roto Industries  
Paratech Inc.  
Source Refrigeration & HVAC

### **SCHOOLS & GOVERNMENT**

College of E. Utah  
Museum  
City of Placentia  
City of Fullerton

